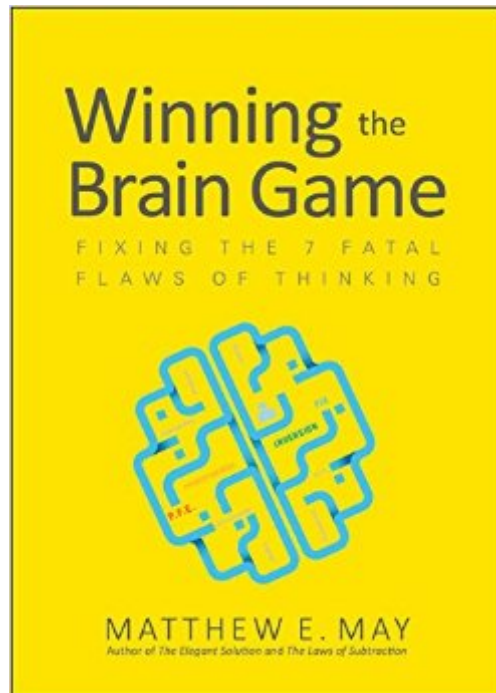


The book was found

Winning The Brain Game: Fixing The 7 Fatal Flaws Of Thinking



Synopsis

Mindful thinking is the new competitive edge Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and don't demand a more mindful approach. It's when we're faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray. We leap to solutions that simply don't work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we keep doing these things, over and over again, naturally and instinctively. But it doesn't have to be that way. In *Winning the Brain Game*, author and creative strategist Matthew E. May explains these and other "fatal flaws" of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which he gave more than 100,000 professionals a thought challenge based on a real case far less complex than their everyday problems. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking. Calling on modern neuroscience and psychology to help explain the seven fatal flaws, May draws insights from some of the world's most innovative thinkers. He then blends in a super-curated, field-tested set of "fixes" proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it. *Winning the Brain Game* will lead you to better decision-making, higher levels of creativity, clearer strategies, and overall success in business, work and life.

Book Information

Hardcover: 208 pages

Publisher: McGraw-Hill Education; 1 edition (May 23, 2016)

Language: English

ISBN-10: 1259642399

ISBN-13: 978-1259642395

Product Dimensions: 5.5 x 0.8 x 7.3 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (28 customer reviews)

Best Sellers Rank: #56,697 in Books (See Top 100 in Books) #10 in Books > Business & Money

> Human Resources > Knowledge Capital #89 inÂ Books > Business & Money > Management & Leadership > Strategy & Competition #136 inÂ Books > Medical Books > Psychology > Neuropsychology

Customer Reviews

Plagued by Any of These 7 Fatal Flaws of Thinking? Mindful thinking is the answer. And it's not as hard to achieve as you may think. [View larger](#)

[Download to continue reading...](#)

Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking 5 Editors Tackle the 12 Fatal Flaws of Fiction Writing (The Writer's Toolbox Series) The Web Application Hacker's Handbook: Discovering and Exploiting Security Flaws Deep Sleep: Brain Wave Subliminal (Brain Sync Series) (Brain Sync Audios) Drawing Basics and Video Game Art: Classic to Cutting-Edge Art Techniques for Winning Video Game Design Dynamics AX Performance Optimization Guide: Fixing Troubles with Microsoft Dynamics AX and SQL Server Dream Home: The Property Brothers' Ultimate Guide to Finding & Fixing Your Perfect House Fixing Medical Prices: How Physicians Are Paid Prescription for a Healthy Nation: A New Approach to Improving Our Lives by Fixing Our Everyday World Where Does It Hurt?: An Entrepreneur's Guide to Fixing Health Care The Real Estate Rehab Investing Bible: A Proven-Profit System for Finding, Funding, Fixing, and Flipping Houses...Without Lifting a Paintbrush Fixing the Money Thing Fixing the Money Thing: A practical Guide to Your Financial Success Between Debt and the Devil: Money, Credit, and Fixing Global Finance The Metropolitan Revolution: How Cities and Metros Are Fixing Our Broken Politics and Fragile Economy The Metropolitan Revolution: How Cities and Metros Are Fixing Our Broken Politics and Fragile Economy (Brookings Focus Book) Winning Lacrosse for Girls (Winning Sports for Girls) Federal Resume Guidebook: Strategies for Writing a Winning Federal Resume (Federal Resume Guidebook: Write a Winning Federal Resume to Get in), 5th Edition Cross-Platform Game Programming (Game Development) (Charles River Media Game Development) Dressing & Cooking Wild Game: From Field to Table: Big Game, Small Game, Upland Birds & Waterfowl (The Complete Hunter)

[Dmca](#)